



THUJAS PRESENTS



INTERNATIONAL
MARKETING WEEK
2024

8-11 APRIL 2024
(MONDAY - THURSDAY)

ARRIVAL ON
SUNDAY 7 APRIL

2ND & 3RD YEAR
MARKETING
STUDENTS

EXPORTING
YOUR BRAND
ABROAD



285 EUROS

ACCOMMODATION
ALL BREAKFASTS
ALL LUNCHES
TRANSPORTATION
VARIOUS ACTIVITIES
GALA EVENT
SCHOOL FACILITIES

40 SPOTS AVAILABLE

YOU'RE
WELCOME!

THE HAGUE

ROYAL RESIDENCE

SEAT OF GOVERNMENT

CITY OF INTERNATIONAL
JUSTICE



THE HAGUE

UNIVERSITY OF
APPLIED SCIENCES

26,000 STUDENTS

140+ NATIONALITIES

4 CAMPUSES

50+ BACHELOR PROGRAMMES

9 MASTER PROGRAMMES

450+ EXCHANGE PARTNERS

30+ RESEARCH GROUPS



EXPERIENCE MARKETING





DEVISING AN EXPORT STRATEGY FOR DAMRAK GIN



TASK 1

INVESTIGATE THE LOCAL MARKET
ASSIGNED TO YOU AND DEVISE A
MARKETING ENTRY STRATEGY (ONLINE
PREP WORK)



TASK 2

CREATE AN A4 COLOUR AD
FOR THE PRODUCT



TASK 3

COME UP WITH A COOL NAME AND DELICIOUS RECIPE FOR A DAMRAK COCKTAIL



DAMRAK[®]

Amsterdam

GIN

THE BEST DAM GIN

THE PROGRAMME INCLUDES A VISIT TO THE HOUSE OF BOL'S IN AMSTERDAM AND A FREE COCKTAIL MAKING SEMINAR!





SCHEDULE

(PROVISIONAL)

SUNDAY 7 APRIL

AFTERNOON ARRIVAL

DINNER STUDENTS

DINNER VISITING TEACHERS



SCHEDULE

(PROVISIONAL)

MONDAY 8 APRIL

WELCOME & INTRO

VISIT TO BOLS





SCHEDULE

(PROVISIONAL)

TUESDAY 9 APRIL

GUIDE THROUGH SCHOOL

BRANDING WORKSHOP

POTLUCK LUNCH

WORK!

SCAVENGER HUNT
& DRINKS IN THE HAGUE



SCHEDULE

(PROVISIONAL)

WEDNESDAY 10 APRIL

WORK SOME MORE!

NIGHT EXTRAVAGANZA



SCHEDULE

(PROVISIONAL)

THURSDAY 11 APRIL

FINALISING PRESENTATIONS

FINAL PRESENTATIONS

AWARD CEREMONEY &
GOODBYE

FAREWELL DRINKS







KINGKOOL

The Hague City Hostel





CARLTON
AMBASSADOR
THE HAGUE



STUDENTS WILL WORK IN SMALL INTERNATIONAL GROUPS ON A MARKETING ASSIGNMENT FOR A SPECIFIC MARKET ASSIGNED TO THEM

SENIOR STUDENTS FROM THE THUAS MARKETING PROGRAMME WILL ACCOMPANY THEM THROUGHOUT THE WEEK

TEACHER SUPPORT AND SCHOOL FACILITIES WILL BE AVAILABLE DURING THE PROJECT



STUDENTS REGISTER VIA THE REGISTRATION FORM (TO BE SENT TO YOU SHORTLY)

VISITING TEACHERS ARE WELCOME TO JOIN (WE HAVE A SEPARATE REGISTRATION FORM FOR THEM)

APPLICATION DEADLINE: 15 JANUARY 2024

5 SPOTS PER PARTNER AVAILABLE, CONTACT US IF MORE NEEDED

ORGANISING COMMITTEE

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QUESTIONS?



THE END